

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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# MULTIMEDIA UNIVERSITY

## FINAL EXAMINATION

TRIMESTER 3, 2015/2016

**BMK2824 – CONSUMER BEHAVIOUR**

(All sections / Groups)

30 MAY 2016  
2:30 p.m. – 4:30 p.m.  
(2 Hours)

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### INSTRUCTIONS TO STUDENTS

1. This question paper consists of **ONE (1)** page with **FOUR (4)** questions only.
2. Attempt all **FOUR (4)** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

**Attempt all FOUR (4) questions.**

**Question 1**

Maslow's hierarchy of needs can be useful in understanding the motives that are satisfied by consumer behaviours. Describe **FIVE (5)** hierarchy levels and indicate how a consumer could fulfill each need level in the hierarchy.

(25 marks)

**Question 2**

What is culture? List and explain **THREE (3)** dimensions social scientists used to describe a culture and give an example of each.

(25 marks)

**Question 3**

What are some positive and negative aspects of a policy that requires employees who interact with customers to wear some kind of uniform?

(25 marks)

**Question 4**

Explain **FIVE (5)** types of sensory systems and its implications that marketers need to consider on when attempting to appeal to the young adults. Provide relevant examples for each type.

(25 marks)

**End of page**